

## 2015 SOUTH KOREA Profile

### Arrivals to the U.S.

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The full version will include 2015 travel export data for total, passenger fare, and change metrics.

#### TRENDS IN ARRIVALS (in thousands)

Year		2008	2009	2010	2011	2012	2013	2014 <sup>r</sup>	2015 <sup>1</sup>	Change 2015 / 2008
Arrivals		759	744	1,108	1,145	1,251	1,360	1,460	1,765	1,005
	% Change	-6	-2	49	3	9	9	7	21	132

#### TRENDS IN RECEIPTS (in millions)

Year		2008	2009	2010	2011	2012	2013	2014	2015 <sup>p</sup>	Change 2015 / 2008
Total Travel & Tourism Exports <sup>2</sup>		\$5,138	\$4,624	\$5,788	\$6,026	\$6,048	\$7,037	\$7,799	n/a	n/a
Travel Receipts (at U.S. destinations)		\$5,015	\$4,535	\$5,694	\$5,903	\$5,913	\$6,881	\$7,633	\$8,652	\$3,637
Education Receipts		\$1,978	\$2,115	\$2,146	\$2,265	\$2,295	\$2,297	\$2,333	n/a	n/a
Other Business/Personal Receipts		\$2,989	\$2,384	\$3,509	\$3,594	\$3,573	\$4,535	\$5,248	n/a	n/a
Health/Border/Seasonal		\$48	\$36	\$39	\$44	\$45	\$49	\$52	n/a	n/a
Passenger Fare Receipts (on U.S. carriers)		\$123	\$89	\$94	\$123	\$135	\$156	\$166	n/a	n/a
	% Change in Total Receipts		-10	25	4	0	16	11	n/a	n/a

#### SELECTED TRAVELER CHARACTERISTICS (by percentage point change)

Information Sources Used to Plan Trip (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change <sup>3</sup> (Points)
Online Travel Agency	32	33	1.3
Personal Recommendation	26	28	2.4
Airlines	28	24	-4.1
Tour Operator/Travel Club	18	21	2.3
Travel Agency Office	13	13	-0.4
Travel Guides	5	8	2.7
Corporate Travel Dept.	9	8	-1.2
National/State/City Travel Office	4	3	-0.2
Other	8	6	-1.5

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	% Point Change <sup>3</sup> (Points)
Vacation/Holiday	56	62	6.7
Visit Friends/Relatives	18	17	-1.5
Business	10	8	-1.2
Convention/Conference/Trade Show	7	7	-0.5
Education	8	6	-2.6
Religion/Pilgrimages	0.7	0.3	-0.4
Health Treatment	0.3	0.1	-0.2
Other	0.3	0.0	-0.3

Purpose of Trip (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change <sup>3</sup> (Points)
Vacation/Holiday	66	71	4.8
Visit Friends/Relatives	27	23	-3.9
Business	12	10	-1.9
Convention/Conference/Trade Show	9	9	0.8
Education	11	7	-4.1
Religion/Pilgrimages	1	2	0.9
Health Treatment	1	1	-0.1
Other	0.4	0.0	-0.4

#### Net Purposes of Trip:

Leisure & VFR	80	83	2.3
Business & Convention	19	17	-2.1

Transportation Types Used in U.S.: (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change <sup>3</sup> (Points)
Rented Auto	34	38	3.7
Taxicab/Limousine	33	30	-2.7
City Subway/Tram/Bus	24	25	1.0
Air Travel between U.S. Cities	26	24	-2.5
Auto, Private or Company	27	24	-3.5
Bus between Cities	24	22	-1.9
Ferry/River Taxi/Srt Scenic Cruise	5	6	1.1
Railroad between Cities	3	4	0.3

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Cruise Ship/River Boat 1+ Nights	1	1	-0.1
Rented Bicycle/Motorcycle/Moped	1	1	0.0
Motor Home/Camper	0.8	0.1	-0.7

Activity Participation While Within U.S. (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change <sup>3</sup> (Points)
Sightseeing	78	80	1.3
Shopping	74	74	0.1
National Parks/Monuments	24	24	-0.5
Experience Fine Dining	26	21	-4.6
Water Sports	17	20	2.9
Art Gallery/Museum	23	19	-3.4
Amusement/Theme Parks	19	18	-1.2
Cultural / Ethnic Heritage Sites	18	17	-0.5
Historical Locations	20	17	-3.1
Concert/Play/Musical	14	14	-0.9
Small Towns/Countryside	13	13	0.2
Sporting Event	12	12	0.4
Guided Tours	15	12	-2.7
Casinos/Gamble	7	8	1.2
American Indian Communities	9	7	-1.3
Camping/Hiking	5	5	0.3
Golfing/Tennis	7	5	-2.4
Nightclubbing/Dancing	4	5	0.8
Hunting/Fishing	3	4	0.8
Environ./Eco. Excursions	4	3	-1.5
Snow Sports	1	2	0.9
Other	1	1	0.1

SELECTED TRAVELER CHARACTERISTICS	2014	2015	Change
Advance Trip Decision Time (mean days)	67	77	10.3
Advance Trip Decision Time (median days)	50	60	10.0
Prepaid Package	24	25	1.0
First International Trip to the U.S.	46	43	-2.8
Length of Stay in U.S. (mean nights)	19.7	15.0	-4.7
Length of Stay in U.S. (median nights)	7	6	-1.0
Number of States Visited (% 1 state)	74	75	1.5
Average Number of States Visited	1.4	1.4	0.0
Hotel/Motel (% 1+ nights)	82	83	1.3
Average # of Nights in Hotel/Motel	9.7	10.4	0.7
Travel Party Size (mean # of persons)	1.8	1.8	0.0
Gender: % Male (among adults)	50	57	6.1
Household Income (mean average)	\$ 78,502	\$ 66,166	-\$12,336
Household Income (median average)	\$ 54,534	\$ 54,000	-\$534
Average Age: Female (among adults)	36	34	-2.1
Average Age: Male (among adults)	38	37	-0.8

VISITATION TO U.S. DESTINATIONS <sup>4</sup> (multiple response)	Market Share 2014 (Percent)	Volume 2014 <sup>r</sup> (000s)	Market Share 2015 (Percent)	Volume 2015 <sup>1</sup> (000s)
<b>Regions</b>				
Pacific Islands	37.55	548	41.65	735
<b>States</b>				
Hawaii	**	**	14.20	251
<b>Cities</b>				
Honolulu Oahu	**	**	12.04	212

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#### Notes:

- (1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.
- (2) *Total Travel & Tourism Exports* = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).  
  
International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>
- (3) Percentage-point and percentage changes are based on non-rounded data.
- (4) Only census region, state, and city destinations having a sample size of 400 or more are displayed.
- (n/a) Estimate not yet available.
- (\*\*) Estimate not shown due to sample size fewer than 400 for this year.
- (r) Estimate was revised.
- (p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S.  
Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

For a list of the states that comprise each census region, please visit: [http://travel.trade.gov/outreachpages/census\\_regions.html](http://travel.trade.gov/outreachpages/census_regions.html)

Interested in data for your destination? The NTTD sells custom reports. To learn more, go to:  
<http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis

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